



McDowell Road/South Scottsdale Task Force

ASU SkySong, Ingenuity Conference Room, #301

1475 N. Scottsdale Road

Scottsdale, AZ 85257

August 13, 2009

APPROVED MINUTES

Present: Tom Sadvary, Chair
George Adams
Jim Atkinson
Michael Fernandez
Virginia Korte
Eric Larson
Wendy Lyons
Tom Mason
Paul Messinger

Absent: Kurt Brueckner
Don Couvillion
Jeremiah Foster
Ed Gawf
Sonnie Kirtley
Jay Petkunas

Staff: Rob Millar

Call to Order

Chair Sadvary called the McDowell Road/South Scottsdale Task Force regular meeting to order at 8:02 a.m. Roll call confirmed the presence of Task Force members as noted.

Welcome

Chair Sadvary welcomed members to the first meeting of the McDowell Task Force and reviewed the purpose of the body created by the Mayor and City Council:

- Charge for the Task Force is to produce a recommended plan of action.
- Much attention will be placed on McDowell Road between 64th Street and Scottsdale Road, but the entire corridor east to Pima Road should be addressed.
- Initial plan is to be completed in December, but slipping a month or so will not be a problem.
- Task Force is diverse in membership, but will need to come to agreement on a plan.

The members developed a list of norms for how the group should function. This list is to be discussed and finalized at the next meeting.

- Start on time and end in 90 minutes
- Minimize use of cell phones, texting, electronic devices
- Be respectful of others' opinions
- Everyone should participate
- Do not belittle those with less knowledge in a specific area; all questions valued and valuable

Mr. Mason and Mr. Fernandez suggested that holding meetings in the morning may limit attendance by interested members of the public and business community, and that holding meetings once per month may be insufficient to produce a plan.

Ethics Training, Meeting Agendas, Packet Materials, Staff Role

Kelly Ward of the City Attorney's office provided background on legal issues relating to the Task Force.

- The Task Force is a public body subject to the Open Meeting Law
- Rob Millar is the staff contact for questions/issues related to Open Meeting Law
- Some provisions of the Open Meeting Law:
 - Agenda must be posted in advance to allow interested public to attend
 - Agenda must be adhered to, and items not on agenda may not be discussed because interested public will not have been notified
 - Meetings must be accessible to the public
 - Minutes must be provided within 3 days
 - Chair and Task Force can decide in what form permanent records are kept, whether electronic or otherwise
 - Note who made motions and how votes were cast
 - Provide summary of discussion

- Public and press are free to attend and make recordings. In response to a question from Mr. Fernandez, Mr. Ward said that if a Task Force member wishes to set up a video camera in advance to record the meeting, the recording would be private property of that person.
- The Public Records law makes all documents, emails, etc. accessible to public by request.

Rob Millar of the Economic Vitality Department said that questions about the ethics training the Task Force members received or about the forms that members need to complete should be addressed to Rob Millar or Kelly Ward. Ethics forms should be completed by all members and forwarded to Rob Millar prior to the September 10 meeting.

Mr. Millar said that City Staff have set up a webpage on the City's website to post agendas, minutes, and documents related to the meetings and showed how to navigate to the Task Force website at <http://www.scottsdaleaz.gov/boards/TaskForces/McDowellCorridor.asp>

The pages will also have a mechanism for the public to submit comments/ideas to the Task Force. These submissions will initially come to the Staff, but also can be sent to the Task Force if desired. Documents and information for the Task Force will be posted for download prior to the meetings, and additional paper copies of the materials will not be provided at the meetings. Members who prefer to receive paper copies by mail should notify Rob Millar. Mr. Messinger, Mr. Fernandez, and Mr. Mason requested to receive paper copies by mail.

At the request of Chair Sadvary, Kelly Ward explained the significance of references to Arizona state law on some items on the Agenda:

- Public Comment
 - Public can make a statement about items that are not on the agenda. The Task Force can not act on the item, but can listen.
 - The Chair has control over the length of time allowed for the public to comment, how many comments can be made, etc.
- Staff Updates
 - Task Force members have a short time at each meeting to ask Staff about Task Force business.
- Future Agendas
 - Task Force members can identify items to add to the agenda for future meetings.

Mr. Fernandez asked for and received clarification that a Task Force member could be recognized by the Chair, and then recognize a member of the public to speak.

Ms Korte requested that the Task Force be provided with contact information for additional staff:

- Planning Department - David Richert, Connie Padian, and Erin Perreault
- Mayor's Office – Tim La Sota

Task Force Vice Chair

Chair Sadvary moved that Kurt Brueckner be appointed Vice Chair of the Task Force. The motion was seconded by Ms Korte and approved 6-3.

Introductions

Task Force members introduced themselves with a brief statement of their background, their interest in the area, and their goals for the Task Force.

Two members of the public representing Habitat for Tomorrow offered their consulting services to help frame a vision for the area, and submitted a presentation binder to the Task Force.

Mr. Mason suggested that the staff and Task Force consider ways to elicit proposals from the public for the Task Force to evaluate.

Background Information

Staff distributed a packet of documents providing background information on McDowell Road and Southern Scottsdale. The documents will be made available to the public on the Task Force webpage.

Ms Korte asked if Gruen Gruen + Associates had recently completed an update of the 2007 Market Study included in the information packet. Staff responded that a recently completed final draft of a Gruen study of the economics of redeveloping property under the new Planned Unit Development zoning district would be provided to the Task Force. It was agreed that Staff would present a summary of the study at the September meeting, and the report's author can be made available to speak to the Task Force in future if so desired.

Mr. Sadvary suggested the summary document from the April Summit on McDowell Road be distributed to the Task Force.

Mr. Larson requested more information on plans for transportation in the area for the next meeting. Suggestions were also made to collect information on other transportation plans of other jurisdictions (Tempe, Phoenix, Mesa, MAG, County, State) for later meetings. Staff will provide a link to the City's Master Transportation plan before the next meeting.

Corridor Vision

Members briefly shared their visions/goals for the McDowell corridor.

Mr. Adams said that the plan needs to be SMART: Specific, Measurable, Achievable, Realistic, and Time-based. The area needs to be infused with money and economic activity. The City and Skysong will be the biggest single beneficiaries of the revival of the area.

Mr. Fernandez cautioned that the Task Force be conscious of not telling people how to plan their own property.

Mr. Sadvary suggested that a discussion of process be put on the agenda for the next meeting, including getting input from key contacts. Mr. Fernandez offered that for the 2000 Downtown Task Force, the public was given a chance to give input when the Chair gave updates to the City Council.

Mr. Mason cautioned the group not to focus solely on Skysong, but to address the entire area.

Mr. Larson said that producing a meaningful outcome will help existing property owners

Staff and Task Force Update

Rob Millar stated there were no outstanding staff items to update yet. Quorum for the Task Force is 8. Members are reminded to notify the Chair if unable to attend. Next meeting is September 10 at 8 am in Room 201 at Skysong. Members were also reminded that under the public meeting law, members should not reply to email messages from the staff or send messages to each other that will not be available to the public.

Public Comment

Charles Schiffner advised the Task Force to establish a strong connection with the City Council so that its recommendations will be taken seriously and produce action.

Phil Goldfeld interjected that the Habitat for Tomorrow group has strong connections in the community.

Future Agenda Items

The Task Force produced a list of agenda items for future meetings:

- Planning for involvement by the business community and public
- Introductions by members absent on 8/13
- Brief review of packet of documents distributed on 8/13
- Process discussion, including how to engage key stakeholders
- Staff update and discussion of the Los Arcos Redevelopment Area
- Discussion of appropriateness of current meeting time, possibility of additional meetings and/or special meetings to hear presentations, etc.
- Framing of the problem facing the area, e.g. a SWOT analysis
- Staff presentation on 2009 Gruen report on redevelopment economics

Adjournment

With no further business to discuss, the meeting adjourned at 9:25 a.m.